

Message Text

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FOR DUDLEY WILLIAMS/COTTON/FMD PASS BEACH/CCI

SUBJECT: 1975 FILIPINA MAID OF COTTON

TOFAS 19.

1. AVELLANA AND ASSOCIATES, HILTON HOTEL PR STAFF, AND AGATTACHE DISCUSSED 1975 FILIPINA MAID OF COTTON EVENT. AT LEAST FIVE MILLS ARE INTERESTED IN PARTICIPATING (SOLOD MILLS, UNITED TEXTILE MILLS, UNIVERSAL TEXTILES, MANILA BAY SPINNING, AND LITTON MILLS).

2. APPARENTLY THE 1974 CONTRACT ARRANGEMENTS WITH TMAP REPRESENTING THE PHILIPPINE COTTON INDUSTRY IS NOT SATISFACTORY TO MISS SUNICO, HILTON HOTEL, BECAUSE MANY MILLS WHO DID NOT PARTICIPATE FINANCIALLY IN THE CAMPAIGN MADE UNREASONABLE DEMANDS CITING THAT THEIR MEMBERSHIP IN TMAP ENTITLED THEM THIS PRIVILEGE. THEREFORE, SOLID MILLS WILL SIGN THE CONTRACT WITH CCI JUST AS THEY DID IN 1973 AND AVELLANA WILL DEVELOP SUB-CONTRACTS BETWEEN SOLID AND OTHER PARTICIPATING MILLS.

3. THE FORMAT FOR THIS YEAR'S PROGRAM IS BASICALLY THE SAME AS IN THE PAST.

4. THE TOTAL PROPOSED BUDGET FOR THE ACTIVITY IS PESOS 141,556 AND CCI WOULD BE EXPECTED TO PUT UP 50 PERCENT (PESOS 70,778) OF
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THE TOTAL. THIS INCREASED BUDGET FOR THIS YEAR'S PROMOTION IS DUE ENTIRELY TO INCREASED COST CAUSED BY INFLATION. THE SUPPORT-

ING ACTIVITIES WILL BE THE SAME AS LAST YEAR. THE PROPOSED BUDGET, IN DETAIL, WAS FORWARDED TO CCI TODAY. PLEASE ALERT CCI AND ASK THEM TO ACT ON THE PROPOSAL AS SOON AS POSSIBLE. WOULD APPRECIATE CCI'S APPROVAL BY CABLE IF PROPOSED BUDGET IS ACCEPTABLE SO THAT AVELLANA CAN PREPARE A CONTRACT. PHASE I OF CAMPAIGN IS SCHEDULED TO BEGIN IN MARCH.

5. IN MEETING WITH PROMOTION PEOPLE AGATTACHE EXPLORED POSSIBILITY OF RETAIL TIE-IN WITH THE FILIPINA MAID OF COTTON, AS MENTIONED IN FOOTNOTE OF LOGIC SEQUENCE CHART 1974-1975 MARKETING PLAN. PRELIMINARY RESPONSE FROM MISS SUNICO AND FASHION SHOW DESIGNER WAS EXTREMELY ENTHUSIASTIC. THEY FEEL THAT PROBABLY ONE FASHION SHOW A WEEK THROUGHOUT THE MONTH OF MAY, USING THE 10 FINAL CONTESTANTS AS MODELS, COULD BE SPONSORED BY THE SHOPPING CENTER COMPLEXES OF MAKATI AND GREENHILLS WITH TIE-INS TO THE INDIVIDUAL STORES IN THE COMPLEX THAT WOULD IDENTIFY WHERE THE FABRIC OR GARMENT BEING MODELLED IS AVAILABLE, OR THAT SOLO SHOW COULD BE SPONSORED BY DEPARTMENT STORES SUCH AS RUSTANS OR OTHER STORES WHERE U.S. COTTON FABRICS AND GARMENTS ARE AVAILABLE. THEY ANTICIPATE THAT THIS CAN BE DONE AT NO COST TO CCI. FEASIBILITY OF THE RETAIL TIE-IN TO BE DISCUSSED FURTHER WITH AVELLANA. WILL ADVISE WHEN ADDITIONAL INFORMATION IS AVAILABLE.

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